



CITY COUNCIL AGENDA REPORT

MEETING DATE: AUGUST 15, 2006

ITEM NUMBER:

SUBJECT: URBAN MASTER PLAN SCREENING REQUESTS FOR THE FOLLOWING:

(1) UMP-06-07 FOR 801 BAKER STREET IN SOBECA URBAN PLAN

(2) UMP-06-08 FOR 1945 PLACENTIA AVENUE IN 19 WEST URBAN PLAN

DATE: AUGUST 1, 2006

FROM: PLANNING DIVISION/DEVELOPMENT SERVICES DEPARTMENT

PRESENTATION BY: CLAIRE L. FLYNN, AICP, SENIOR PLANNER

FOR FURTHER INFORMATION CONTACT: CLAIRE L. FLYNN, AICP, SENIOR PLANNER
(714) 754-5278

RECOMMENDATION

Provide feedback regarding the Council's expectations of the conceptual projects in the Urban Plan areas and any concerns related to requested deviations from the Urban Plans.

BACKGROUND

On April 4, 2006, City Council adopted the South Bristol Entertainment and Cultural Arts (SoBECA) Urban Plan and the 19 West Urban Plan to allow mixed-use development in specified areas. The intent of the urban plans is to provide development/economic incentives for private property owners to reinvest and remodel their properties.

EVALUATION OF DEVELOPMENT CONCEPT

The urban master plan screening process will address two central questions:

- 1) Does the project meet Council's expectations for projects in the Urban Plan areas? The screening process is an opportunity to determine if the conceptual project meets Council's expectations for new projects in the urban plan areas. Council will be providing initial feedback to the applicants.
- 2) Does Council have any comments on any requested deviations? The screening process will highlight any requested deviations from the urban plans to Council's attention. (Please refer to attached summary of concerns/issues related to the proposal.)

The screening process allows the applicant to consider Council's initial comments and to refine the development concept based on their feedback.

Development Concept - Summary Sheet

A one-page, project summary sheet is attached for each of the screening requests. This summary sheet calls attention to any concerns or requested deviations about the project.


CONCLUSION

The screening process enables Council to address two central questions about the proposed development proposals in the urban plan areas: (1) Does the project concept meet Council's expectations for new development in the urban plan area? And (2) Does Council have comments on any requested deviations?

Council's general comments do not set precedent for approval/denial nor constitute final action on the development project. In addition, the applicant may expect the Planning Commission to have other comments/concerns on a proposed development concept that may have not been necessarily raised by City Council. The screening process allows the applicant to consider Council's initial comments and to refine the development concept based on their feedback.


CLAIRE L. FLYNN, AICP
Senior Planner


KIMBERLY BRANDT, AICP
Principal Planner


DONALD D. LAMM, AICP
Deputy City Mgr. – Dev. Svs. Director

- Attachments: 1. **801 Baker Street:**
(Summary Sheet, Site Photos, Concept Plans, Applicant Letter)
2. **1945 Placentia Avenue:**
(Summary Sheet, Site Photos, Concept Plans, Applicant Letter)

cc: City Manager
Asst. City Manager
City Attorney
Public Services Director
Transportation Svs. Mgr.
Associate Engineer
City Clerk
Staff (4)
File (2)

Al Marshall
Baker Street Retail, LLC
1234 E. 17th Street
Santa Ana, CA 92701

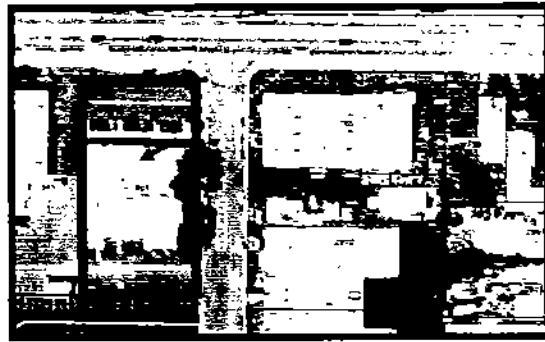
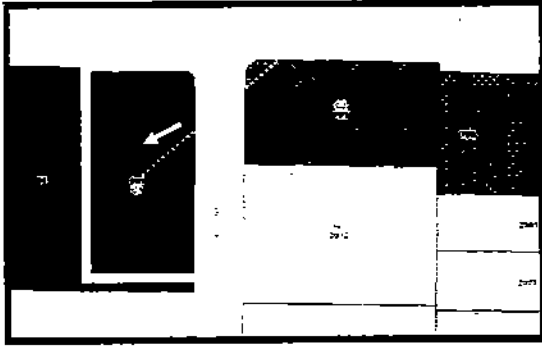
Brian Malliet
BKM Development
3185 Pullman Street
Costa Mesa, CA 92626

File: 081505UMP06070608

Date: 080106

Time: 11:00 a.m.

**UMP-06-07: MIXED-USE DEVELOPMENT AT 801 BAKER STREET
IN SOBECA URBAN PLAN**



DEVELOPMENT CONCEPT

The conceptual project involves the construction of 26 dwelling units over an existing 14,324 square foot (sq.ft.) retail building at 801 Baker Street (0.86 acre) in the SoBECA Urban Plan. The applicant plans to retain the retail building in its entirety and construct an at-grade, two-level parking structure to accommodate the business and residential parking demand. A parking structure ramp will traverse the street side of the property along Century Place. The residential lofts will be three to four stories in height. Minimal to no landscaping is proposed along Century Place.

PRELIMINARY TRAFFIC EVALUATION

Since the SoBECA Urban Plan generally envisions redevelopment of a parcel within existing General Plan intensities, the intensity of the proposed development exceeds the traffic intensity evaluated in the SoBECA Urban Plan. Therefore, a traffic study is required to determine the significance of this increased intensity with respect to the Bristol/Baker intersection and within the context of other currently proposed mixed-use development (e.g. Shaheen Sadeghi's proposals on Century/Randolph/Baker) in the SoBECA Urban Plan area.

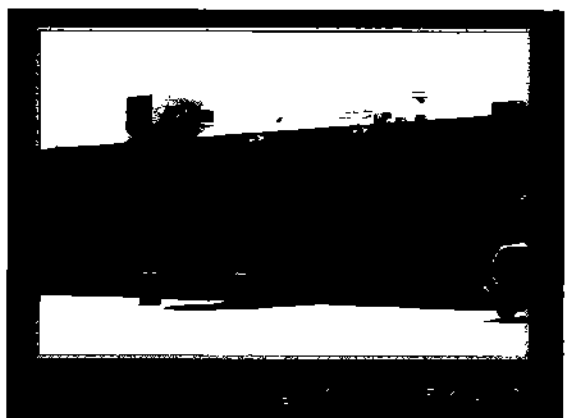
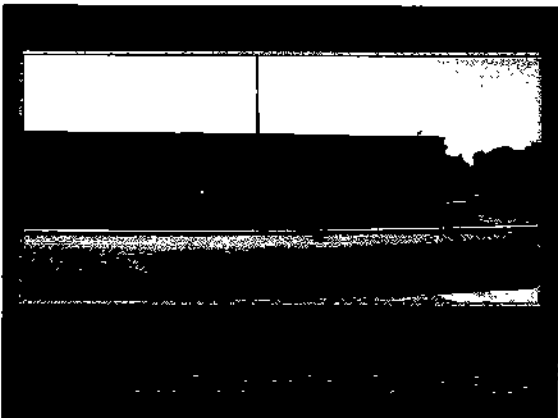
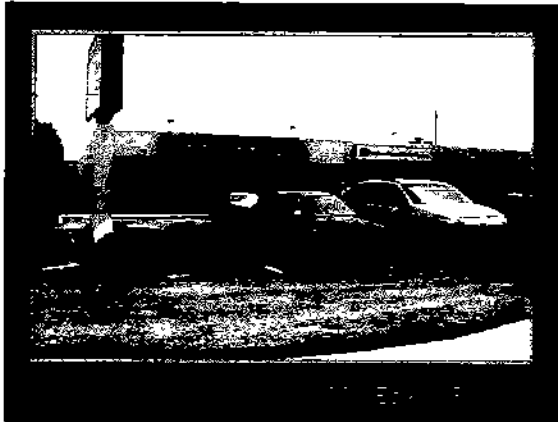
The proposed project involves a 50 percent increase of average daily vehicle trips compared to General Plan conditions. The Planning Commission may consider a reduction in the proposed density based on the results of the traffic study and the overall context of allowing sufficient intensity for other development projects in the SoBECA Urban Plan area.

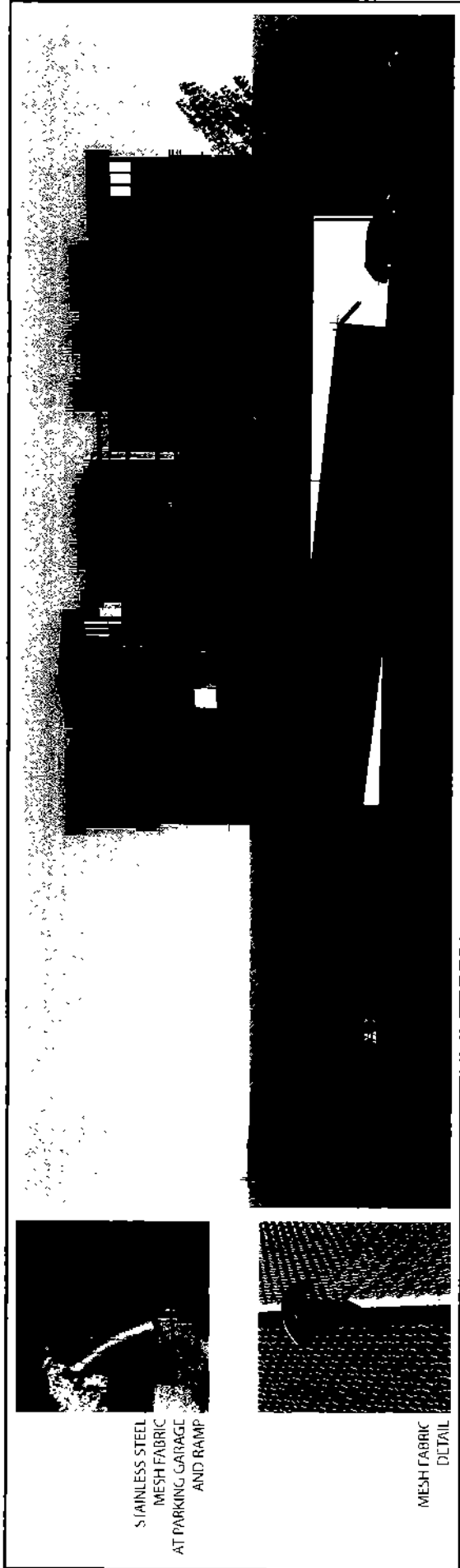
Traffic Scenario	AM Peak Hour Trips	PM Peak Hour Trips	Average Daily Trips
General Plan Conditions	18	70	763
Proposed Project Conditions	36	106	1,147
Percentage Increase	+100%	+51%	+50%

DEVIATIONS FROM DEVELOPMENT STANDARDS AND OTHER ISSUES

In addition to any other general comments, Council would provide feedback on the following deviations and other issues as highlighted below.

1. Increased density/intensity is proposed. As discussed in the "Traffic Evaluation" section above, the applicant will not be demolishing any portion of the existing structure nor converting the existing building intensity into new development. The proposal is to add 26 residential units on top of the existing structure. The traffic intensity increase by 50% in average daily trips may impact future development potential of other properties. A traffic study is required concurrent with the Master Plan submittal.
2. Zero street setback along Century Place is proposed. The parking structure ramp along Century Place is proposed at a zero setback. The SoBECA Urban Plan requires a 10-foot landscaped setback predominately consisting of native California plants along public streets. Since minimal landscaping is proposed, the project may not contribute to or enhance the pedestrian experience for this potentially developing mixed-use area.
3. Minimal side setback to Shark Club property for residential units. The concept plan does not feature a landscaped or buffer area between the new residential units and the neighboring Shark Club. The residential units are proposed at a 5-10 foot side setback to the Shark Club property. To promote land use compatibility, special building design and siting considerations may need to be made with respect to locating new residents in proximity to an active night club.
4. Appropriate building transitioning may be required to lessen bulk/massing of project. The proposal features modern-style architecture consisting of varied building materials. At a four-story building height along Century Place, the massing of the project may need to be refined to provide for appropriate building transitioning from the street.



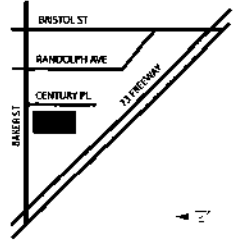


east elevation

location
BAKER STREET RETAIL, LLC
1234 17TH STREET
SANTA ANA, CALIFORNIA 92701

architect
AL MARSHALL, 714.542.8899

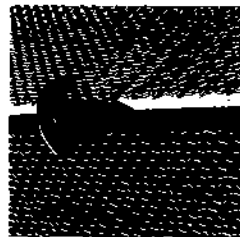
proposed
UP TO 26 RESIDENTIAL UNITS OVER EXISTING RETAIL



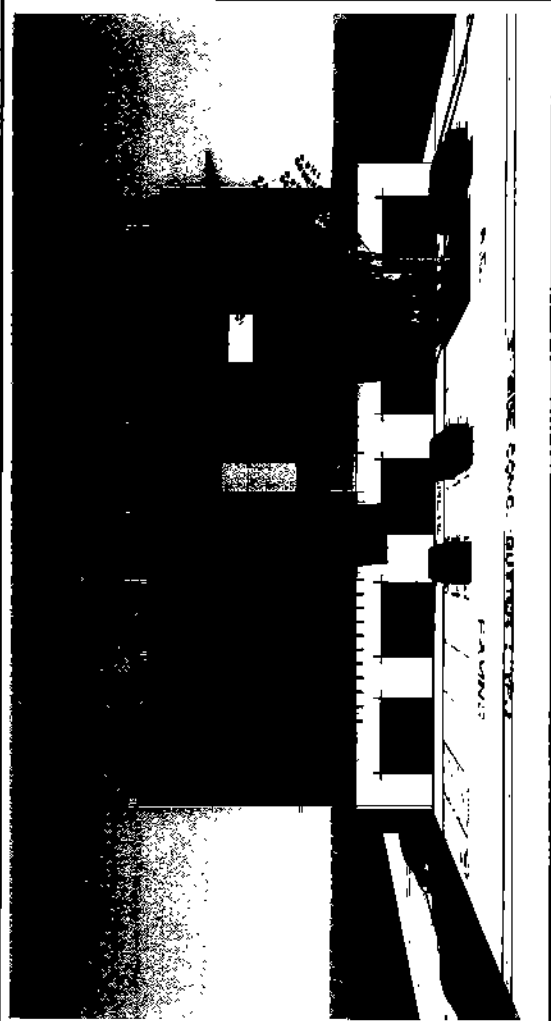
801 Baker Street
GOBLIN
costa
mesa



STAINLESS STEEL
MESH FABRIC
AT PARKING GARAGE
AND RAMP



MESH FABRIC
DETAIL

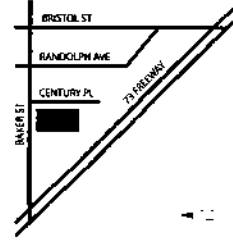


north elevation

OWNER
BAKER STREET RETAIL, LLC
1234 17TH STREET
SANTA ANA, CALIFORNIA 92701

CONTACT
AL MARSHALL, 714.542.8899

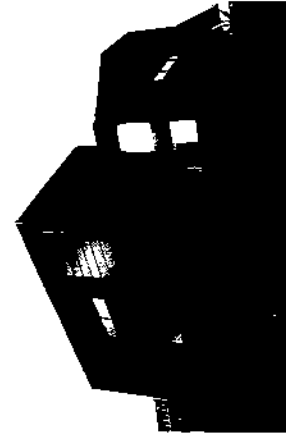
PROPOSED
UP TO 26 RESIDENTIAL UNITS OVER EXISTING RETAIL



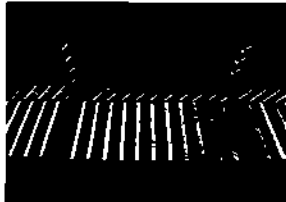
801 Baker Street
COSTA MESA
COSTA MESA



WINDOW
SCREENS
AND TRELLIS

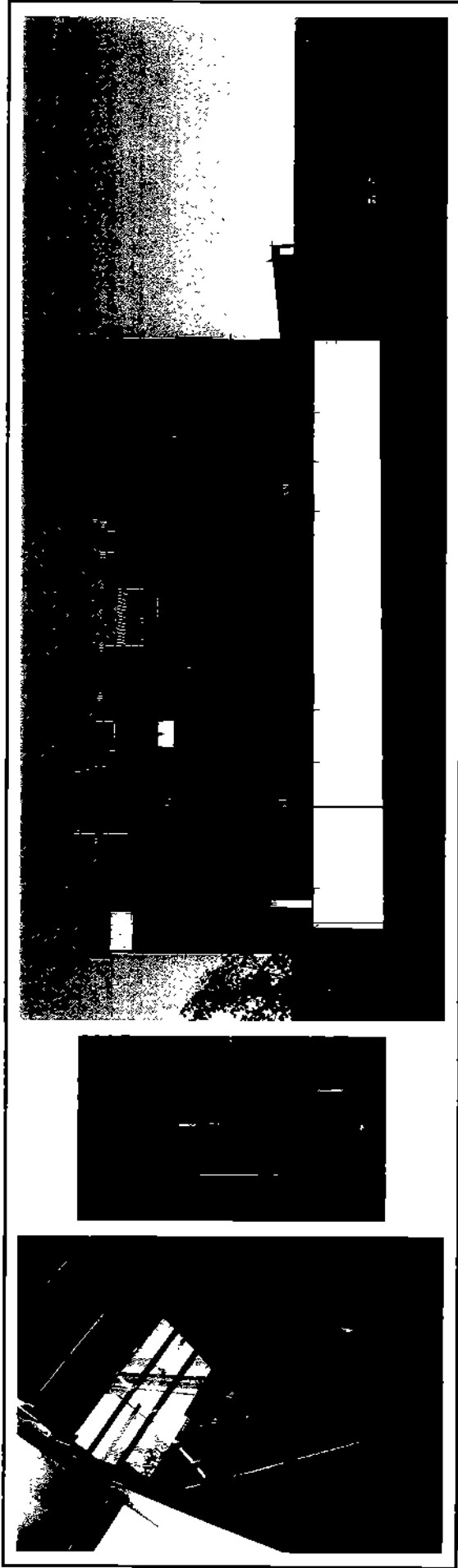


ZINC COATED RIBBED STEEL SIDING IN CHARCOAL



WOOD SLAT
PANELS AT BALCONIES



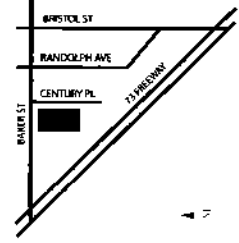


west elevation

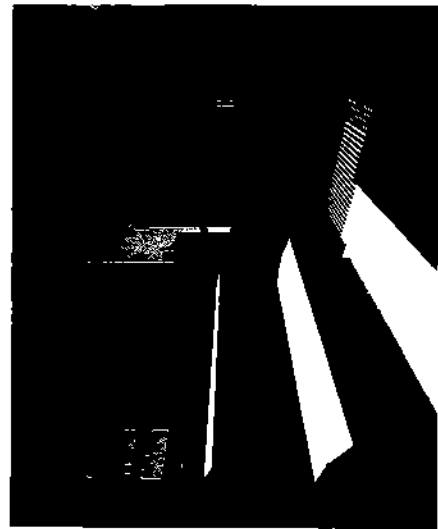
OWNER
BAKER STREET RETAIL, LLC
1234 17TH STREET
SANTA ANA, CALIFORNIA 92701

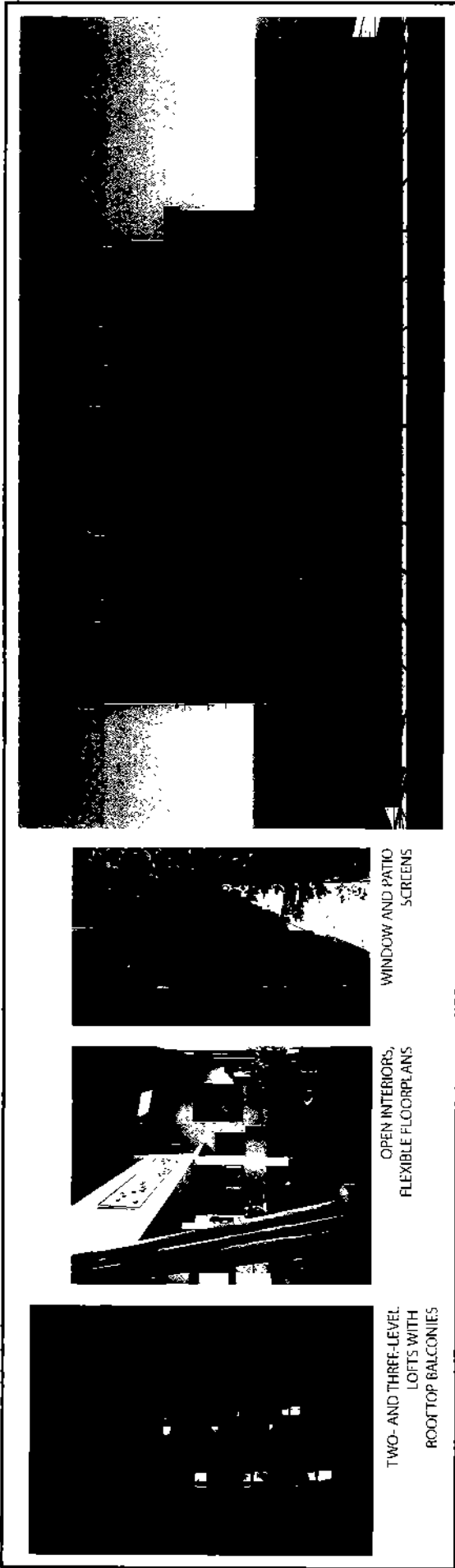
ARCHITECT
AL MARSHALL, 714.542.8899

PROPOSED
UP TO 26 RESIDENTIAL UNITS OVER EXISTING RETAIL



801 Baker Street
SOBTA
costa
mesa



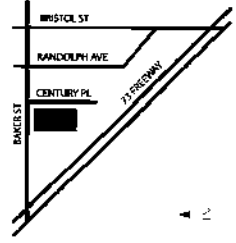


south elevation

OWNER
BAKER STREET RETAIL, LLC
1234 17TH STREET
SANTA ANA, CALIFORNIA 92701

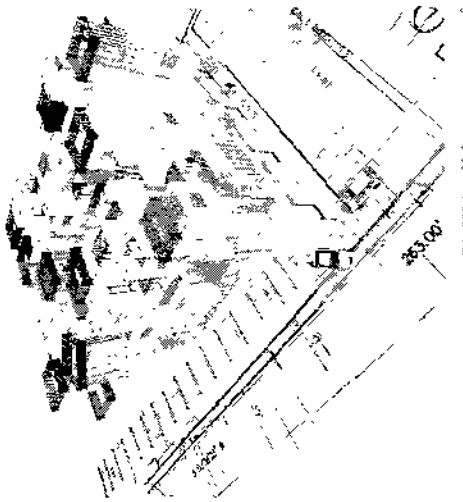
CONTACT
AL MARSHALL, 714.542.8899

PROPOSED
UP TO 26 RESIDENTIAL UNITS OVER EXISTING RETAIL



801 Baker Street
SOLICITA
costa
mesa





site

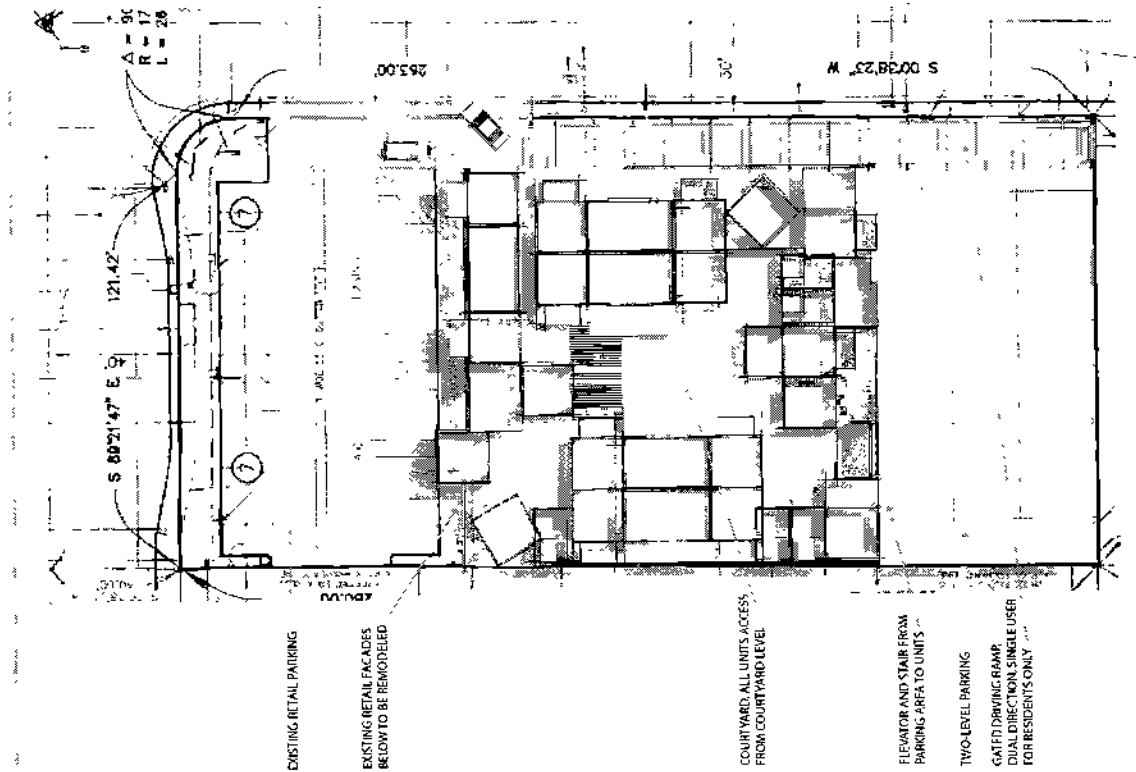
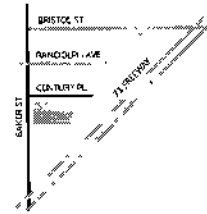
BAYER STREET RETAIL, LLC
1234 17TH STREET
SANTA ANA, CALIFORNIA 92701

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UP TO 26 RESIDENTIAL UNITS OVER EXISTING RETAIL

801

mesa





RED MOUNTAIN
Retail Group

August 3, 2006

Anna R. Lauri
Project Manager, Entitlements
T 714-460-1550
F 714-245-7401
alauri@rmrginc.com

Costa Mesa Planning Department
RE: Baker Street Lofts – Applicant Letter

Dear Ms. Flynn-

Please accept this letter to formally announce the intent of Red Mountain Retail Group to submit our preliminary design for a mixed-use development at 801 Baker Street. This exciting project will incorporate the existing building used as retail and will add up to 26 residential units over it. Additionally, a parking deck will be added at the rear of the site which will be dedicated to homeowners. The on-grade parking will continue to be utilized by the retail shops below.

Drawings which have been submitted under UMP-06-07 are to be considered conceptual in nature. Red Mountain looks forward to working with the City Staff and City Council to formalize design based on the needs of both the City of Costa Mesa and the Baker Street Loft Development.

We are looking forward to working with the City of Costa Mesa on this exciting project in the SoBecca Area.

Regards-

Anna R. Lauri
Project Manager, Entitlements

Cc: Eric Nelson; RMRG
Al Marshall; RMRG



RED MOUNTAIN
Retail Group

August 3, 2006

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Project Manager, Entitlements
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alauri@rmrginc.com

Costa Mesa Planning Department – Conference Call
RE: Baker Street Lofts – Response to Staff Comments

Dear Ms. Finn-

We have owned this property for well over two years and during this time we believe we have established an excellent working relationship with you and the other Staff members. Thank you for your providing us the Staff comments and for taking your time to review Staff thoughts to flush out the details of this emerging design.

On Tuesday, August 1st, 2006, Red Mountain Retail Group received the following comments from City Staff at the City of Costa Mesa. On Wednesday, August 2nd, 2006 RMRG and City Staff engaged in a conference call to discuss the below mentioned items. Response from RMRG to City Staff at Costa Mesa follows each item in Italics.

1. Increased density/intensity is proposed. As discussed in the "Traffic Evaluation" section above, the applicant will not be demolishing any portion of the existing structure nor converting the existing building intensity into new development. The proposal is to add 26 residential units on top of the existing structure. The traffic intensity increase by 50% in average daily trips may impact future development potential of other properties. A traffic study is required concurrent with the Master Plan submittal.

Al Marshall (RMRG) and Staff discussed reasons for variations in trip calculations. Claire Finn sent a spreadsheet which Staff is using as guidance. RMRG will review to make sure RMRG and Staff is on the same page. Once this is achieved both parties will be able to determine the actual impact to the site based on use of existing retail and previous zoning impact to the site as it sits. (Commercially zoned building being used as retail would create more trips based on square footage; the existing retail space is not optimal retail space, the depth is twice that of normal retail, minimizing store frontage, a factor that reduces the actual retail use and can be considered in analyzing the actual trip generation).

2. Zero street setback along Century Place is proposed. The parking structure ramp along Century Place is proposed at a zero setback. The SoBECA Urban Plan requires a 10-foot landscaped setback predominately consisting of native California plants along public streets. Since minimal landscaping is proposed, the project may not contribute to or enhance the pedestrian experience for this potentially developing mixed-use area.

RMRG informed staff that this element is still very conceptual and remains in design phase. We are eager to work with Staff to come up with a solution which is viable. While the conceptual design shows a mass for the ramp, the actual structure would be shorter, lighter and more visually designed to minimize the impact. The use of materials will play an important role in producing the proper architectural element to transport vehicles in and out of the garage (reserved strictly for the residential units).

Some additional options would be to put small retail uses under the ramp (flower shop, coffee, newsstand, etc), to include public art on this ramp, to utilize material choices to add interest to pedestrians. Staff advised by adding more retail may perpetuate the trip count dilemma. This could however be balanced by reducing some existing retail space in the back storage portions of the existing space. At this time, we will be looking to Council for suggestions and guidance.

3. Minimal side setback to Shark Club property for residential units. The concept plan does not feature a landscaped or buffer area between the new residential units and the neighboring Shark Club. The residential units are proposed at a zero side setback to the Shark Club property. To promote land use compatibility, special building design and siting considerations may need to be made with respect to locating new residents in proximity to an active night club.

RMRG informed Staff that the existing retail portion is built on the lot line and that the residential units above will be set-back 5-10 feet from this line. Staff advised RMRG to be aware of what the occupants view would be and to try to avoid a view into a parking lot. Possible solutions will be to look into having landscape at the residential "deck" area, be conscious of how units are being orientated, avoid windows (or reduce) at this end of the property. RMRG will work closely with Staff and Council to come up with a viable solution, keeping in mind that this is an "urban" setting and such business views are common.

4. Appropriate building transitioning may be required to lessen bulk/massing of project. The proposal features modern-style architecture consisting of varied building materials. At a four-story building height along Century Place, the massing of the project may need to be refined to provide for appropriate building transitioning from the street.

RMRG made note of staff concerns and looks forward to working with Staff and Council to come up with a solution to our preliminary designs.

The above mentioned feedback was found to be helpful in helping us to understand the City of Costa Mesa's development intent. We look forward to discussing this exciting project further both with the Planning Department Staff and the City Council.

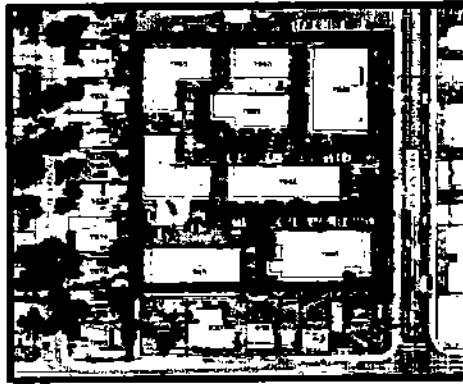
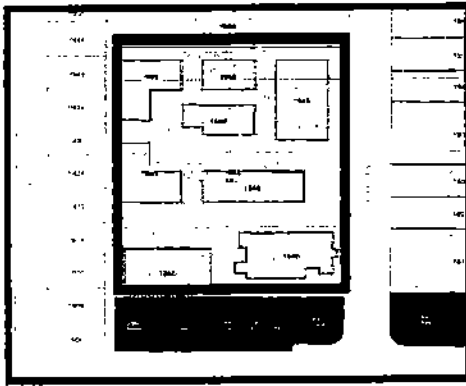
Regards-



Anna R. Lauri
Project Manager; Entitlements

Cc: Eric Nelson; RMRG
Al Marshall; RMRG

**UMP-06-08: LIVE/WORK LOFTS AND RESIDENTIAL AT 1945 PLACENTIA
IN 19 WEST URBAN PLAN**



DEVELOPMENT CONCEPT

The conceptual project involves the demolition of an industrial office complex and construction of a combined live/work and residential development with a maximum height of four stories in the 19 West Urban Plan. The site at 1945 Placentia is a 5.35-acre site with a Light Industry designation. A total of 218 units are proposed, inclusive of 26 live/work units. The residential units range from 810 sq.ft. to 1,300 sq.ft. and consist of one to three bedroom units.

PRELIMINARY TRAFFIC EVALUATION

The proposed project may result in significant traffic impacts or deterioration of levels of service, and these impacts would need to be verified by a traffic study and appropriately mitigated. A preliminary trip generation analysis indicates that average daily trips may increase by 190%. A traffic study is required to determine the significance of this increased intensity with respect to the major intersections and potential for future mixed-use development in the 19 West Urban Plan area. The Planning Commission may consider a reduction in the proposed density based on the results of the traffic study.

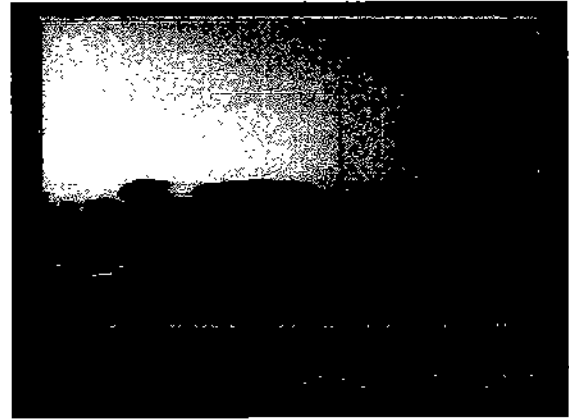
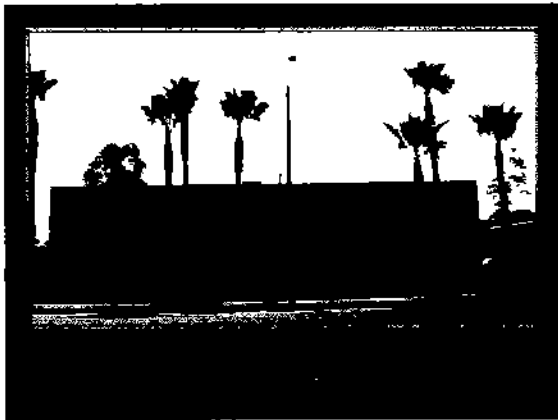
Traffic Scenario	AM Peak Hour Trips	PM Peak Hour Trips	Average Daily Trips
General Plan Conditions	75	80	569
Proposed Project Conditions	138	161	1,654
Percentage Increase	+84%	+101	+190%

Note: The preliminary trip generation analysis considers live/work units to function as home offices. Other more intensive live/work uses are subject to higher trip rates and would therefore result in greater trip generation.

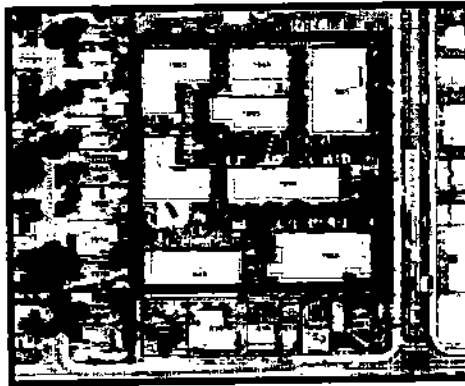
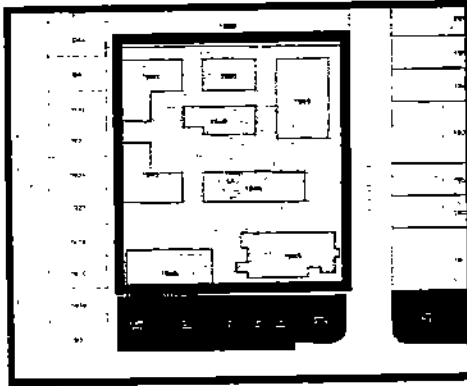
DEVIATIONS FROM DEVELOPMENT STANDARDS AND OTHER ISSUES

In addition to any other general comments, Council would provide feedback on the following deviations and other issues as highlighted below.

1. 19th Street frontage requirement is not met. The 19 West Urban Plan requires that lots abutting the rear of properties that have frontage on W. 19th Street be consolidated prior to approval of any mixed-use Master Plan. The proposed project does not have frontage on W. 19th Street, and would therefore require a deviation from this standard. Failure to include the parcels with W. 19th Street frontage may also preclude meaningful redevelopment options for these parcels due to their substandard lot sizes.
2. Density/intensity exceeds building envelope evaluated in Urban Plan. While the Urban Plan does not specify a maximum density criteria for live/work development, an Urban Plan objective indicates that proposed projects are expected to be within the development capacity of the General Plan. In this case, a Light Industrial land use is anticipated to be developed at 13 live/work units per acre. The proposed project involves 41 units per acre. The project may result in significant traffic impacts and/or limit the growth potential of other properties in the 19 West Urban Plan area if it consumes much of the available traffic capacity in the traffic analysis zone.
3. Project may resemble more of a residential development and not mixed-use development. The 19 West Urban Plan encourages "mixed-use development" to attract more residents and merchants to the Westside. Unlike the Mesa West Bluffs Urban Plan which allows a purely residential development, the 19 West Urban Plan focuses on mixed-use development. A development of 26 live/work units and 192 residential units (total 218) may more closely resemble a traditional high-density housing project versus a true mixed-use development project for W. 19th Street. The live/work units represent 12% of the total proposed units.



UMP-06-08: LIVE/WORK LOFTS AND RESIDENTIAL AT 1945 PLACENTIA IN 19 WEST URBAN PLAN



DEVELOPMENT CONCEPT

The conceptual project involves the demolition of an industrial office complex and construction of a combined live/work and residential development with a maximum height of four stories in the 19 West Urban Plan. A total of 218 units are proposed, inclusive of 26 live/work units. The residential units range from 810 sq.ft. to 1,300 sq.ft. and consist of one to three bedroom units.

EXISTING LAND USE CONTEXT

The 5.35-acre site has a Light Industry land use designation and General Manufacturing (MG) zoning. Eight industrial building complexes comprise 1945 Placentia. Existing industrial businesses include Hurley International, Tradewinds Inflatables and Marine, and Integrated Recovery Products. Mesa Consolidated Water District is an immediate neighbor to the north and Pizza Hut and other retail/services uses are to the south.

PRELIMINARY TRAFFIC EVALUATION

Intensity refers to the magnitude of vehicle traffic activity generated by mixed-use development. Successful mixed-use development requires a critical balance of building area (density) and vehicle traffic (intensity). The proposed project may result in significant traffic impacts or deterioration of levels of service, and these impacts would need to be verified by a traffic study and appropriately mitigated. A preliminary trip generation analysis indicates that average daily trips may increase by 190%. A traffic study is required to determine the significance of this increased intensity with respect to the major intersections and potential for future mixed-use development in the 19 West Urban Plan area. The Planning Commission may consider a reduction in the proposed density based on the results of the traffic study.

Traffic Scenario	AM Peak Hour Trips	PM Peak Hour Trips	Average Daily Trips
General Plan Conditions	75	80	569
Proposed Project Conditions	138	161	1,654
Percentage Increase	+84%	+101	+190%

Note: The preliminary trip generation analysis considers live/work units to function as home offices. Other more intensive live/work uses are subject to higher trip rates and would therefore result in greater trip generation.

DEVIATIONS FROM DEVELOPMENT STANDARDS AND OTHER ISSUES

The urban plan screening process provides an opportunity to highlight any deviations from the Urban Plan development standards. City Council may wish to express any general comments or concerns and/or provide feedback on following issues that have been identified at this time:

1. 19th Street frontage requirement is not met. The 19 West Urban Plan requires that lots abutting the rear of properties that have frontage on W. 19th Street be consolidated prior to approval of any mixed-use Master Plan. The proposed project does not have frontage on W. 19th Street, and would therefore require a deviation from this standard. Failure to include the parcels with W. 19th Street frontage may also preclude meaningful redevelopment options for these parcels due to their substandard lot sizes.
2. Density/intensity exceeds building envelope evaluated in Urban Plan. While the Urban Plan does not specify a maximum density criteria for live/work development, an Urban Plan objective indicates that proposed projects are expected to be within the development capacity of the General Plan. In this case, a Light Industrial land use is anticipated to be developed at 13 live/work units per acre. The proposed project involves 41 units per acre. The project may result in significant traffic impacts and/or limit the growth potential of other properties in the 19 West Urban Plan area if it consumes much of the available traffic capacity in the traffic analysis zone.
3. Project may resemble more of a residential development and not mixed-use development. The 19 West Urban Plan encourages "mixed-use development" to attract more residents and merchants to the Westside. Unlike the Mesa West Bluffs Urban Plan which allows a purely residential development, the 19 West Urban Plan focuses on mixed-use development. A development of 26 live/work units and 192 residential units (total 218) may more closely resemble a traditional high-density housing project versus a true mixed-use development project for W. 19th Street. The live/work units represent 12% of the total proposed units.

P R O J E C T S U M M A R Y

Concept One, Four story on grade wrapped around Three story parking structure

May 23, 2008

Lot Area: 232,732 SF = 5.34 Acres

UNIT SUMMARY:

Four Story Market Rate Condominiums

Sym	Amt	Description	Unit SF	Total SF (liveable)
A	8	1 BR + Den	900 SF	7,200
B	54	2 Bed/2 Ba	1,200 SF	64,800
C	24	2 Bed/2 Ba	1,100 SF	26,400
D	15	3 Bed/2 Ba	1,400 SF	21,000
E	32	2 story loft	1,300 SF	41,600
F	22	2 story loft	810 SF	17,820
G	20	Loft w/ Mezz.	1,166 SF	23,320
H	16	2 Bed/2 Ba	888 SF	14,208
LW A	18	Live (936) Work (662)	838 SF	15,084
LW B	8	Live (840) Work (662)	840 SF	5,040 SF
Total	218 DU			242,160 SF

Density: 40.82 DU/Acre

work 28	commercial	692 SF x 28 =	18,536 SF
Total live work:			18,536 SF
Community Space:			2,100 SF
Total Area, not including parking:			263,414 SF
Total FAR, not including parking:			1.13
Parking Summary: Required Spaces			
Residential Guest parking: 206 x 840			= 109
Live Work commercial portion: 18,536 SF @ 1/300			= 62
Resident Parking: 92-1 BR x 1.5			= 138
110-2 BR x 2.0			= 220
16-3 BR x 2.5			= 40
TOTAL PARKING REQUIRED:			= 569

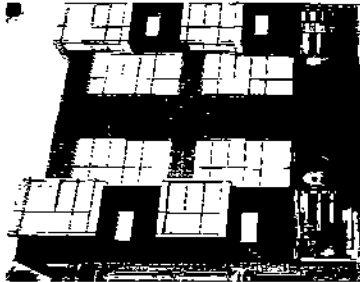
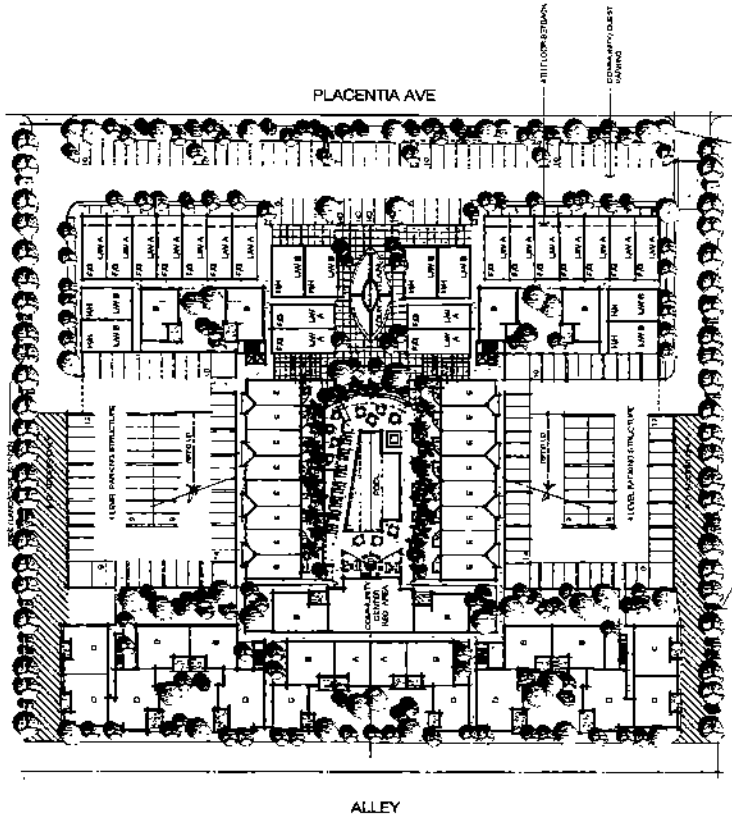
Parking provided:

Open:

Covered: 252 spaces in each garage

Total Parking Provided:

= 568 Spaces



Lofts - San Francisco, California



Lofts - Los Angeles, California



Mixed Use - Denver City, Colorado



Mixed Use - Washington DC



Lofts - Washington DC



Mixed Use - San Diego, California



Mixed Use - Venice Beach, California

FIRST FLOOR
RFP STUDY

Ocean View Lofts
Costa Mesa, California

DEVELOPERS
WOT COMMERCIAL BROKERAGE
BROKER DEVELOPMENT COMPANY

JOB NO. A0033 200
SCALE: 1" = 40'-0"
DATE: 2/7/2008

Whitney Macdonald Architects, LLP
2550 Wilshire Blvd., Suite 200
Santa Monica, CA 90404
Tel: (310) 217-4000
Fax: (310) 217-0255



Project Description
OCEAN LOFTS
1945 Placentia Avenue
July 6, 2006



Project Location

The project site consists of an approximate 5.34 acre parcel located at 1945 Placentia Avenue, just north of 19th Street. The site is bounded on the north and south by office/industrial/retail uses, the west by an alley and residential and on the east by Placentia Avenue. Eight industrial buildings are currently located on the site that are leased to a variety of businesses.

Proposed Objectives

The objective of the proposed project is to provide high quality, high-density residential project within the commercial core of the 19 West Urban Plan Area adhering to the design concepts identified in the 19 West Urban Plan. The goal is to promote jobs/housing balance and to increase the quality of life for Costa Mesa residents. The project will include a total of 218 well designed residential homes. Although only in the early design stages, the site plan and architectural design will embrace the need for a high quality living experience for residents and reduce auto-dependent trips. This inviting atmosphere will be the basis of the project, with the aim of fostering a broader sense of community in an urban setting. The location and orientation of the various buildings will be based primarily on how such factors can be used to contribute to a high quality experience, which will include highly desirable recreation and on-site amenities.

Additionally, the project development standards will:

1. Provide a design consistent with the urban design elements desired by the project design team;
2. Provide a density sufficient to realize the urban design elements that are consistent with 19 Urban West Planning concepts;
3. Provide a design that creates the sense of place desired by the project design team;
4. Minimize setbacks, which will provide additional open space for the residents, and accommodate spacious amenity areas (pool, recreation areas, etc.) for a greater living and recreating experience;
5. Provide for an attractive and well planned pedestrian environment.

The primary objective of this project is to provide a residential community to the City of Costa Mesa that incorporates the important characteristics of the 19 West Urban Design Concept. The more specific objectives that shape the nature of our project are:

1. Create a 4-story project with high emphasis on design and efficiency that will include live/work units to help reduce auto trips;
2. Develop this community to be compatible within the City of Costa Mesa's long range plan for the west side development goals;
3. Create a development plan that encourages residents of Costa Mesa to work and shop in close proximity to their homes, minimizing the need for their automobiles;
4. Provide housing to support and complement existing, nearby community facilities such as retail, parks, and public transportation to add to the developing overall community character;
5. Provide on-site open space and recreation amenities that enhance the mixed livability of the community and promote a well balanced living environment.

P R O J E C T S U M M A R Y

Concept One: Four story on grade wrapped around three story parking structure

May 23, 2008

Lot Area: 232,732 SF = 5.34 Acres

Unit Summary:

Four Story Market Rate Condominiums

Sym	Amt.	Description	Unit SF	Total SF (table)
A	8	1 BR + Den	900 SF	7,200
B	54	2 Bed/2 Ba	1200 SF	64,800
C	24	2 Bed/2 Ba	1,100 SF	26,400
D	16	3 Bed/2 Ba	1400 SF	22,400
E	32	2 story loft	1300 SF	41,600
F	22	1 story loft	810 SF	17,820
G	20	Loft w/ Mezz.	1166 SF	23,320
H	16	2 Bed/2 Ba	988 SF	15,808
LW A	18	Live (936) Work (662)	936 SF	16,848
LW B	8	Live (840) Work (662)	840 SF	8,928
Total:	218 DU			242,180 SF

Density: 40.82 DU/Acre

work 28 commercial 692 SF x 28 = 18,536 SF

Total live work: 18,536 SF

Community Space: 2,100 SF

Total Area, not including parking: 263,414 SF

Total FAR, not including parking: 1.13

Parking Summary: Required Spaces

Residential Guest parking: 206 x 5/du

Live Work (commercial portion) 18,536 SF @ 1/300

Resident Parking: 92-1 BR x 1.5

110-2 BR x 2.0

18-3 BR x 2.5

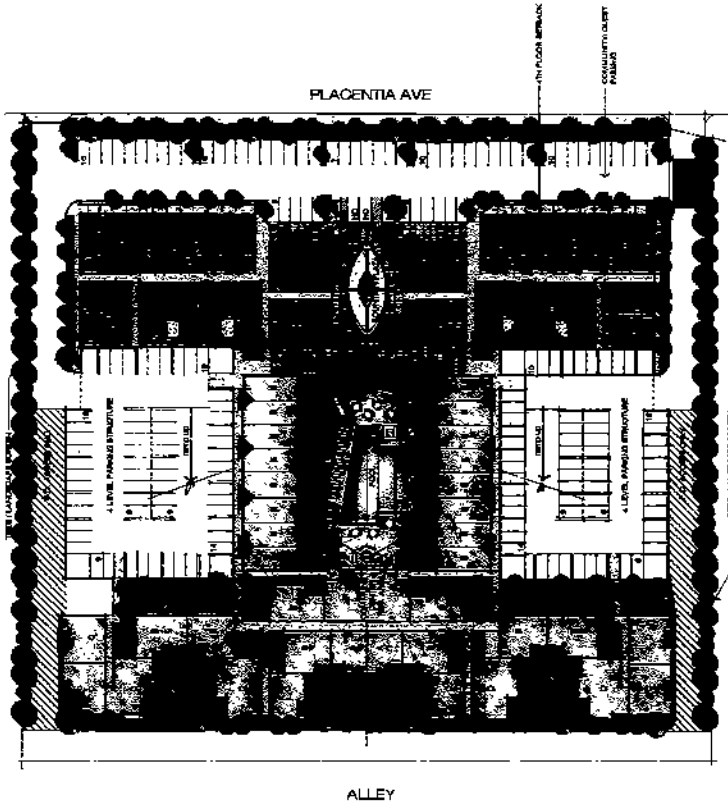
TOTAL PARKING REQUIRED: 500

Parking provided:

Open: 82

Covered: 252 spaces in each garage

Total Parking Provided: 566 Spaces



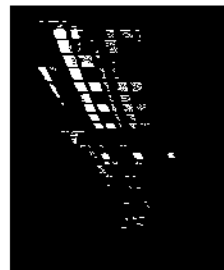
Lofts - San Francisco, California



Lofts - Los Angeles, California



Mixed Use - Clark City, California



Multifamily - Washington DC



Lofts - Washington DC



Mixed Use - San Diego, California



Mixed Use - Venice Beach, California

FIRST FLOOR RFP STUDY

Ocean View Lofts

Costa Mesa, California

DEVELOPERS:
VOTI COMMERCIAL BROKERAGE
BINA DEVELOPMENT COMPANY

JOB NO. A0035 200
DATE: 05/23/08
REVISED: 06/07
JUNE 27, 2008



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